



# GOODWATER MONTESSORI

## *Public Charter School*

**Marketing & Fundraising Report:** February, March and April 2024

**Hello, fantastic school board members:**

I hope you are all doing well. This report is to provide you with an update on our marketing initiatives for February, March and the start of April.

### **Kindness Fundraiser - Raise Craze:**

Our kindness fundraiser, Raise Craze, was a great success. We witnessed numerous acts of kindness from students, staff, PTO, and GMS families. Some of the notable acts included students creating care packages for a women's and children's shelter, making Valentines for veterans living in a group home, establishing a giving closet where anyone in need can access essential items without any questions asked and so many more incredible AOKs. Our adolescence program organized a dance for all Goodwater families, raising over \$1600 at the event. We may not have reached our initial goal of \$35,000, however we surpassed the expected income budgeted (17K), finishing at \$20,666. Nevertheless, we have every intention to create a plan to reach our fundraising financial goal through passive fundraisers such as a shoe drive, a family paint night, a chili cook-off, and a partnership (sponsorship) campaign with local businesses and corporations in Williamson County starting in May. A big **thank you to Dr. Bruce and Ms. Marcy for allowing us to accrue these funds and sector them to support teacher retention.**

### **End of Year Fundraising:**

- Shoe Drive: We will run a passive fundraiser, Shoe Drive, on April 22nd through May 15th.
- Paint Night at Goodwater: We will host a "Parent and Me Paint Night" in May.
  - *Hosted on campus, Ms. Lisa, will be the lead artist at this event*
  - *Supplies are being donated by Micheals*
- Chili Cook Off: We will host a Chili Cook off on May 22nd
  - *In the Orchard to be combined with a yearbook signing party.*
- Summer initiatives will be working with the PTO to create a GALA set to be held in October.

- *All the money made from these efforts will go toward Teacher Retention and Training.*

### **Perspective Parent Nights:**

Perspective Parent Nights were a great success. We conducted sessions for both primary and elementary levels, with an excellent turnout. Thanks to the support of the administration team for their attention to detail (and staying till 7 pm twice in one week), and the PTO for offering babysitting services, allowing caregivers to focus on the presentations without distractions. We provided refreshments and updated our slide presentation to showcase our growth. The response has been overwhelming, and we are excited to see so many families interested in joining Goodwater. A big thank you to Ms. Kim who has been working tirelessly communicating to parents the enrollment process, going through applications, and setting up tours, all on top of all her many other duties. She is an incredible team player and I'm personally thankful for her support and direction.

### **Teacher Incentives:**

On top of our financial goals to support staff, we have initiated a project to establish relationships with surrounding housing complexes to expand our hiring pool. We have approached two nearby apartment complexes to negotiate special discounts for our staff. This arrangement would not only provide discounted rent but also reduce travel time and expenses for our employees. Additionally, we are exploring other incentives! More updates on this initiative in May.

### **Poppy Fest April 26th- 28th, 2024**

We have an exciting marketing opportunity in April - Georgetown's annual Poppy Fest. We plan to have a small booth, participate in the parade and the car show! The parade committee has already begun designing the float with students. Sunday April 27th, we will host a 1970 SS Chevelle in the car show. Come on by and check us out! The different sectors of Poppy Fest will allow us to engage with a diverse audience and promote our 2024-2025 partnership campaign.

It is important to note that these efforts are a collective effort from our administration, leadership team, the PTO, and our Goodwater families! **Together, we are making a positive impact on our students and school community.** If you have any questions or suggestions, please feel free to call, text or email anytime.

Best,

Alicia

### **Health & Volunteer Report: February, March and April 2024**

Health:

- Goodnews! All of our middle school students were CPR trained and certified on March 8th. Mr. Jonathan Gillman came in to teach our students the por